



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 195613

Schedule Dates

09/12/12-09/18/12

Advertiser

Romney/P/R (15707)

Agency

American Rambler Production (5128)

Product

Political-Political (1088)

Brand

Romney for President (67445)

Salesperson

Petro, Susan (1110)

Sales Office

WJLA - Core Team

Buyer Name

Kincaid, Stephanie

Phone/Fax

(202) 567-6193 /

CPE

ROMNEY/US President/375-Sept 12-18-12

Account Types

Local/Political Candidate Agency

Billing Type

Standard

Comments

Date Entered 09/11/12
Last Modified 09/11/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$24,610.50
Net Total \$139,459.50
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month Spots Rate
Sep. 2012 121 \$164,070.00
Grand Total: 121 \$164,070.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				2	2	2			6	\$500.00	\$3,000.00	WJLA Arlington (WJLA)		9/11/12
2.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2	2			6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/11/12
3.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	9A- LIVE!				2	2	2			6	\$1,200.00	\$7,200.00	WJLA Arlington (WJLA)		9/11/12
4.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	10A- RACHAEL RAY				2	2	2			6	\$600.00	\$3,600.00	WJLA Arlington (WJLA)		9/11/12
5.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		9/11/12
6.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		9/11/12
7.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	3:01P- ANDERSON COOPER SHOW				1	1	1			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		9/11/12
8.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				2	2	2			6	\$900.00	\$5,400.00	WJLA Arlington (WJLA)		9/11/12
9.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$1,200.00	\$7,200.00	WJLA Arlington (WJLA)		9/11/12
10.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	6:58P- WHEEL OF FORTUNE				2	2	2			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/11/12
10.0.1	Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Last Modified

Susan Petro

Entered By

No

CO-OP

No

Headline #

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Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$24,610.50

Net Total

\$139,459.50

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WJLA Arlington (WJLA)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

121

Rate

\$164,070.00

\$164,070.00

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10.0.2	Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
10.0.3	Preempt	09/12/12															WJLA Arlington (WJLA)	No Avail/Exception -	
11.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	7:27P- JEOPARDY				1	1	1			2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/11/12
12.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:27P- JEOPARDY					1				1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/11/12
13.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/11/12
14.0	Normal Line / SPOT	09/12/12-09/13/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/11/12
15.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	11:35P- ABC-ABC NIGHTLINE				1	1					\$500.00		WJLA Arlington (WJLA)		9/11/12
15.0.1	Preempt	09/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
15.0.2	Preempt	09/12/12															WJLA Arlington (WJLA)	No Avail/Exception -	
16.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	11:35P- ABC-ABC NIGHTLINE					1					\$500.00		WJLA Arlington (WJLA)		9/11/12
16.0.1	Preempt	09/13/12															WJLA Arlington (WJLA)	No Avail/Exception -	
17.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	10P- ABC-20/20						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/11/12

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18.0	Normal Line / SPOT	09/15/12-09/15/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$350.00	\$350.00	WJLA Arlington (WJLA)		9/11/12
19.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7P- WHEEL OF FORTUNE WEEKEND							2		2	\$1,500.00	\$3,000.00	WJLA Arlington (WJLA)		9/11/12
20.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	7:29P- JEOPARDY WEEKEND							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/11/12
21.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							2		2	\$450.00	\$900.00	WJLA Arlington (WJLA)		9/11/12
22.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$360.00	\$720.00	WJLA Arlington (WJLA)		9/11/12
23.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	9A- INSIDE WASHINGTON							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/11/12
24.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	9:57A- ABC-THIS WEEK							1		1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		9/11/12
25.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/11/12
26.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	6:58P- ABC-AMERICA'S FUNNIEST HOME VIDEOS							1		1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/11/12
27.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	8P- ABC-REVENGE							1		1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/11/12
28.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	9P- ABC-REVENGE							2		2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/11/12

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Susan Petro

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29.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	10P-ABC-REVENGE								2	2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/11/12
30.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11P-NEWS-ABC 7 NEWS @ 11P								2	2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		9/11/12
31.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	6A-NEWS-GOOD MORNING WASHINGTON @ 6A		2	2						4	\$500.00	\$2,000.00	WJLA Arlington (WJLA)		9/11/12
32.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	6:59A-ABC-GOOD MORNING AMERICA		2	2						4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/11/12
33.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	9A- LIVE!		2	2						4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		9/11/12
34.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	10A- RACHAEL RAY		2	2						4	\$600.00	\$2,400.00	WJLA Arlington (WJLA)		9/11/12
35.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/11/12
36.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/11/12
37.0	Normal Line / SPOT	09/17/12-09/18/12	3	:30	2P-ABC-GENERAL HOSPITAL		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/11/12
38.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	3:01P- ANDERSON COOPER SHOW		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		9/11/12
39.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2	2						4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)		9/11/12

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40.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2	2						4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		9/11/12
41.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	6:58P- WHEEL OF FORTUNE		2	2						4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/11/12
42.0	Normal Line / SPOT	09/17/12-09/18/12	4	:30	7:27P- JEOPARDY		1	1						2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/11/12
43.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			1						1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/11/12
44.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/11/12
45.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11:35P- ABC-ABC NIGHTLINE		1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/11/12
46.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	11:35P- ABC-ABC NIGHTLINE			1						1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/11/12
47.0	Normal Line / SPOT	09/12/12-09/14/12	3	:30	2P- ABC-GENERAL HOSPITAL				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

TvSCAN

Stephanie Kincaid - 9/11/12 8:19 AM

#195613

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer Stephanie Kincaid
Client Romney for President, Inc.

Order Number 375
Campaign September 12-18
Flight Flight 1 09/12/12-09/18/12

Station WJLA
Address

Agency American Rambler Productio
Address

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
4 GOOD-WASH 600A Mo-Tu 6:00a-7:00a	\$500	Sep17-Sep18	:30	4	2	2	✓	--	--	--	--
4 GOOD-WASH 600A We-Fr 6:00a-7:00a	\$500	Sep12-Sep14	:30	6	--	--	2	2	2	✓	--
3 GD MRN AMR-ABC Mo-Tu 7:00a-9:00a	\$1,000	Sep17-Sep18	:30	4	2	2	✓	--	--	--	--
3 GD MRN AMR-ABC We-Fr 7:00a-9:00a	\$1,000	Sep12-Sep14	:30	6	--	--	2	2	2	✓	--
3 REGIS&KELLY Mo-Tu 9:00a-10:00a	\$1,200	Sep17-Sep18	:30	4	2	2	✓	--	--	--	--
3 REGIS&KELLY We-Fr 9:00a-10:00a	\$1,200	Sep12-Sep14	:30	6	--	--	2	2	2	✓	--
3 RACHAEL RAY Mo-Tu 10:00a-11:00a	\$600	Sep17-Sep18	:30	4	2	2	✓	--	--	--	--
3 RACHAEL RAY We-Fr 10:00a-11:00a	\$600	Sep12-Sep14	:30	6	--	--	2	2	2	✓	--
3 VIEW-ABC Mo-Tu 11:00a-12:00p	\$1,400	Sep17-Sep18	:30	2	1	1	✓	--	--	--	--
3 VIEW-ABC We-Fr 11:00a-12:00p	\$1,400	Sep12-Sep14	:30	3	--	--	1	1	1	✓	--
3 ABC7 NWS AT 12 We-Fr 12:00p-12:30p	\$1,200	Sep12-Sep14	:30	3	--	--	1	1	1	✓	--
3 ABC7 NWS AT 12 Mo-Tu 12:00p-12:30p	\$1,200	Sep17-Sep18	:30	2	1	1	✓	--	--	--	--
3 GENERAL HOSPITAL Mo-Tu 2:00p-3:00p	\$1,000	Sep17-Sep18	:30	2	1	1	✓	--	--	--	--
3 GENERAL HOSPITAL We-Fr 2:00p-3:00p	\$1,000	Sep12-Sep14	:30	3	--	--	1	1	1	✓	--

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TAPSCAN
So There's a Future

TvSCAN

Stephanie Kincaid - 9/11/12 8:19 AM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
4 ANDERSON LIVE Mo-Tu 3:00p- 4:00p	\$400	Sep17-Sep18	:30	2	1	1	✓	✓	✓	✓	✓
4 ANDERSON LIVE We-Fr 3:00p- 4:00p	\$400	Sep12-Sep14	:30	3	✓	✓	1	1	1	✓	✓
4 ABC7 NWS AT 5 We-Fr 5:00p- 6:00p	\$900	Sep12-Sep14	:30	6	✓	✓	2	2	2	✓	✓
4 ABC7 NWS AT 5 Mo-Tu 5:00p- 6:00p	\$900	Sep17-Sep18	:30	4	2	2	✓	✓	✓	✓	✓
4 ABC7 NWS AT 6 Mo-Tu 6:00p- 6:30p	\$1,200	Sep17-Sep18	:30	4	2	2	✓	✓	✓	✓	✓
4 ABC7 NWS AT 6 We-Fr 6:00p- 6:30p	\$1,200	Sep12-Sep14	:30	6	✓	✓	2	2	2	✓	✓
4 WHEEL-FORTNE Mo-Tu 7:00p- 7:30p	\$2,000	Sep17-Sep18	:30	4	2	2	✓	✓	✓	✓	✓
4 WHEEL-FORTNE We-Fr 7:00p- 7:30p	\$2,000	Sep12-Sep14	:30	6	✓	✓	2	2	2	✓	✓
4 JEOPARDY We-Fr 7:30p- 8:00p	\$2,200	Sep12-Sep14	:30	3	✓	✓	1	1	1	✓	✓
4 JEOPARDY Mo-Tu 7:30p- 8:00p	\$2,200	Sep17-Sep18	:30	2	1	1	✓	✓	✓	✓	✓
4 ABC7 NWS AT 11 We-Fr 11:00p-11:30p	\$1,400	Sep12-Sep14	:30	3	✓	✓	1	1	1	✓	✓
4 ABC7 NWS AT 11 Mo-Tu 11:00p-11:30p	\$1,400	Sep17-Sep18	:30	2	1	1	✓	✓	✓	✓	✓
4 ABC-NITELINE Mo-Tu 11:30p-12:00a	\$500	Sep17-Sep18	:30	2	1	1	✓	✓	✓	✓	✓
4 ABC-NITELINE We-Fr 11:30p-12:00a	\$500	Sep12-Sep14	:30	3	✓	✓	1	1	1	✓	✓
4 20/20-FRI-ABC Fri 10:00p-11:00p	\$5,000	Sep14-Sep14	:30	1	✓	✓	✓	✓	✓	✓	✓
3 GD MRN-SAT-ABC Sat 7:00a- 8:00a	\$350	Sep15-Sep15	:30	1	✓	✓	✓	✓	✓	✓	✓
4 COLLEGE FOOTBALL Sat 12:00p- 3:30p	\$1,400	Sep15-Sep15	:30	4	✓	✓	✓	✓	✓	✓	✓
4 COLLEGE FOOTBALL Sat 3:30p- 7:00p	\$1,400	Sep15-Sep15	:30	2	✓	✓	✓	✓	✓	✓	✓
4 WHEEL-FORTNE W Sat 7:00p- 7:30p	\$1,500	Sep15-Sep15	:30	2	✓	✓	✓	✓	✓	✓	✓
4 JEOPARDY-WKND Sat 7:30p- 8:00p	\$500	Sep15-Sep15	:30	2	✓	✓	✓	✓	✓	✓	✓

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Stephanie Kincaid - 9/11/12 8:19 AM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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ABC7NW AT11 L

Sat 11:30p-12:00a	\$450	Sep15-Sep15	:30	2	--	--	--	--	--	2	✓
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GD MRN-SUN-ABC

Sun 8:00a-9:00a	\$360	Sep16-Sep16	:30	2	--	--	--	--	--	2	✓
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3 INSD WASHINGTN

Sun 9:00a-9:30a	\$2,000	Sep16-Sep16	:30	1	--	--	--	--	--	1	✓
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4 THIS WEEK-ABC

Sun 10:00a-11:00a	\$14,000	Sep16-Sep16	:30	1	--	--	--	--	--	1	✓
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ABC7 NW AT 630

Sun 6:30p-7:00p	\$1,200	Sep16-Sep16	:30	2	--	--	--	--	--	2	✓
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AMERICA'S FUNNIEST HOME VIDEO

Sun 7:00p-8:00p	\$1,300	Sep16-Sep16	:30	1	--	--	--	--	--	1	✓
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REVENGE

Sun 8:00p-9:00p	\$5,000	Sep16-Sep16	:30	1	--	--	--	--	--	1	✓
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REVENGE

Sun 9:00p-10:00p	\$5,000	Sep16-Sep16	:30	2	--	--	--	--	--	2	✓
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REVENGE

Sun 10:00p-11:00p	\$5,000	Sep16-Sep16	:30	2	--	--	--	--	--	2	✓
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ABC7 NWS AT 11

Sun 11:00p-12:00a	\$700	Sep16-Sep16	:30	2	--	--	--	--	--	2	✓
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WJLA Totals	\$179,970	133
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Monthly Sep 2012
Gross Cost \$179,970.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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